

HOLIDAY RETAIL PROMOTIONS FEATURING EGGS (Prices effective through December 25)

(all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

December Holidays 2004

SHELL EGGS/EGG NOG

Market	Outlet	Label	Egg Nog (non-alcoholic)		Shell Eggs								Conditions
					Large White A			Extra Large White A			Large Brown A		
			32 oz.	64 oz.	6 pack	12 pack	18 pack	6 pack	12 pack	18 pack	6 pack	12 pack	
EASTERN U.S. - CT,DE,DC,GA,FL,MA,ME,MD,NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV													
Connecticut	Big Y	Big Y		2.50									
		Hood Golden		3.45									
	Price Chopper	Price Chopper		2.99									w/ store card
		Hood Golden		3.89									
	Shaw's	Garelick Farms		3.99									
	Hood Golden		3.99										
	Ribbon										2.49		
	ShopRite	Bordens		3.19									
		ShopRite		3.29									
		Smith's	2.29										
Washington, DC	Giant	Turkey Hill		3.99									
Delaware	Acme	Acme		3.50									
		Acme					1.50						w/ store card
	Giant	Turkey Hill		3.99									
	Pathmark	Pathmark		3.69									vegetarian
		Turkey Hill		4.49									
		Egg Innovation								3.49			
		" "									3.99		
	Eggland's Best							3.39					
	ShopRite	ShopRite		3.29									
		Smith's	2.29										
		Bordens		3.19									
		Silk		4.99									
Florida	Albertsons	Albertsons		3.29									
	Winn Dixie	Winn Dixie		2.99									
Georgia	Ingle's	Lite N Lively		2.59									
		Sealtest		2.59									
	Kroger	Kroger		2.50									
	Shop Rite			3.49									
	Winn Dixie												
Maine	Shaw's	Garelick Farms		3.99									
		Hood Golden		3.99									
		Ribbon									2.49		
Maryland	Acme	Acme		3.50									
		Acme					1.50						w/ store card
	Food Lion	Food Lion	1.39	2.89									
	Giant	Turkey Hill		3.69-3.99									w/ store card

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					Large White A			Extra Large White A			Large Brown A		
			32 oz.	64 oz.	6 pack	12 pack	18 pack	6 pack	12 pack	18 pack	6 pack	12 pack	
Maryland (continued)	Martin's	Giant		3.89									
		Land O Lakes	2.79										
		Southern Comfort	2.89										
		Turkey Hill	2.49	4.29									
	Magruder's	Dairy Maid		2.99									
		Turkey Hill		3.49									
	Safeway	Lucerne	1.49	2.00									
	Southern Comfort	3.49											
	Shopper's	Richfood		3.49									
		Turkey Hill		3.79									
	Super Fresh	Turkey Hill		3.99									
		Hillandale					1.99						
Massachusetts	Big Y	Big Y		2.50									
		Hood Golden		3.45									
	Price Chopper	Price Chopper		2.99									w/ store card
		Hood Golden		3.89									
	Roche Bros.	Hood Golden		3.99									
	Shaw's	Garelick Farms		3.99									
	Hood Golden		3.99										
	Ribbon									2.49			
	Victory	Garelick Farms		3.49									
New Hampshire	P&C Foods	Garelick Farms		2.99									
	Price Chopper	Price Chopper		2.99									w/ store card
		Hood Golden		3.89									
	Shaw's	Garelick Farms		3.99									
		Hood Golden		3.99									
	Ribbon									2.49			
	Victory	Garelick Farms		3.49									
New Jersey	A&P Foodmart												
	Acme	Acme		3.50									
		Acme					1.50						w/ store card
	Associated	Borden's	2.99										
	Food Emporium												
	Food Town	Borden's	2.99										
		Southern Comfort	2.79										
	Genuardi's	Lucerne	2.50										
	Giant	Turkey Hill		3.99									

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					Large White A			Extra Large White A			Large Brown A		
			32 oz.	64 oz.	6 pack	12 pack	18 pack	6 pack	12 pack	18 pack	6 pack	12 pack	
New Jersey (continued)	Pathmark	Pathmark	3.69										
		Turkey Hill	4.49								3.49		vegetarian Organic
		Egg Innovation " "									3.99		
		Eggland's Best							3.39				
	ShopRite	ShopRite		3.29									
		Smith's	2.29										
		Bordens		3.19									
		Silk		4.99									
	Super Fresh												
New York	Associated	Bordens	2.99										
	Best Yet	Axelrod	2.50										lactose-free
		Lactaid	2.99										
		Hood Golden	2.50										
		Southern Comfort	2.99										
		Turkey Hill		3.99									
	C Town	Borden's	2.99										
		Tuscan	1.99										
D'Agostino's	Chipwich	3.59											White Organic XL - 1.29 - 8 pack J - 1.89 - 12 pack LG - 1.25 - 8 pack Grade AA vegetarian Grade A and AA cage-free MD - 1.29 - 12 pack Organic XL - 2.69 free range
	Farmland	2.59											
	Colonial												
	Country Hen												
	D'Agostino												
	"												
	"												
	"												
Dutchland													
	Egg Innovations												
	Eggland's Best												
	" "												
	Farmer Brown												
	" "												
	Giving Nature												
	" "												

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			32 oz.	64 oz.	Large White A			Extra Large White A			Large Brown A			
					6 pack	12 pack	18 pack	6 pack	12 pack	18 pack	6 pack	12 pack		
New York (continued)	D'Agostino's (cont)	Gold Circle Omega										2.79		XL - 1.69 - 12 pack J 1.79 / MD 1.29 Organic XL-3.09 12 pack Organic J-4.99 12 pack Organic XL - 4.89 - 12 pack Omega-3; free range Organic
		Gristedes												
		"												
		Horizon			2.99	1.50	2.49							
		"												
		"												
		Horizon Organic											4.69	
	" "											3.39		
	Land O Lakes													
	Nellie's Nest Eggs										1.99			
	Pete & Jerry's										2.59			
	Food Town	Southern Comfort	2.50											
	Gristede's	Chipwich	3.89											
		Farmland		2.99										
		Smith's		3.39										
		Turkey Hill		4.99										
	King Kullen	Eggland's Best				2.59								
	Met	Axelrod	1.99											
	P&C Foods	Garellick Farms		2.99										
	Pathmark	Pathmark	3.69											
Turkey Hill		4.49												
Egg Innovation											3.49		vegetarian organic extra large	
" "											3.99			
Pioneer	Eggland's Best				3.39									
	Axelrod	2.50												
	Farmland		4.99											
Price Chopper	Silk Soy	2.50												
	Price Chopper		2.99										w/ store card	
	Hood Golden		3.89											
Quality Markets	Food Club		3.49											
ShopRite	ShopRite		3.29-3.49											
	Smiths	2.29-2.49												
	Bordens		3.19											
Price Saver	Silk		4.99											
Tops	C.F. Burger	2.69												
	Tops				0.79									
	Eggland's Best					2.99							w/ store card	
Pennsylvania	Acme	Acme		3.50										
		Acme				1.50							w/ store card	

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			32 oz.	64 oz.	Large White A			Extra Large White A			Large Brown A		
					6 pack	12 pack	18 pack	6 pack	12 pack	18 pack	6 pack	12 pack	
Pennsylvania (continued)	Boyer's	Swiss Premium Turkey Hill	1.69	3.49									
	Genuardi's	Lucerne		2.50									
	P&C Foods	Garelick Farms		2.99									
	Pathmark	Pathmark Turkey Hill Egg Innovation " " Eggland's Best	3.69 4.49							3.49 3.99		vegetarian Organic	
	Price Chopper	Price Chopper Hood Golden		2.99 3.89								w/ store card	
	ShopRite	ShopRite Smiths Bordens Silk	2.29-2.49 3.19	3.29-3.49 4.99									
	Tops	C.F. Burger Tops Eggland's Best	2.69			0.79	2.99					w/ store card	
North Carolina	Kroger	Kroger		2.50			1.29						
South Carolina	Ingle's	Sealtest		2.59									
	Kroger	Kroger		2.50									
Rhode Island	Shaw's	Garelick Farms Hood Golden Ribbon		3.99 3.99							2.49		
Vermont	P&C Foods	Garelick Farms		2.99									
	Price Chopper	Price Chopper Hood Golden		2.99 3.89								w/ store card	
	Shaw's	Garelick Farms Hood Golden Ribbon		3.99 3.99							2.49		
Virginia	Kroger	Kroger		2.50			1.29						
	Giant	Southern Comfort Turkey Hill	3.19	3.99									
	Wal Mart	Land O Lakes Pet Shenandoah Southern Comfort Sunnymeadow	2.24 1.98 1.50	3.43 3.46 1.86									
						0.94	1.38						
	Winn Dixie	Winn Dixie		2.99									

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			32 oz.	64 oz.	6 pack	12 pack	18 pack	6 pack	12 pack	18 pack	6 pack	12 pack	
West Virginia	Kroger	Kroger		2.50			1.29						
CENTRAL U.S. - AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND,NE,OH,OK,SD,TN,TX,WI													
Alabama	Ingle's	Light 'n Lively		2.59									
		Sealtest		2.59									
	Kroger	Kroger		2.50									
	Winn Dixie												
Arkansas	Kroger	Kroger Kroger		2.50		1.00			1.00				w/ store card
	Harvest Foods												
Illinois	Country Markets												
	Cub Foods	Kemp's	1.50										
	Dominick's	Lucerne		2.00									w/ store card
	Hilander	Kroger	2.50										
	Jewel	Dean's Jewel	2.00			1.50							w/ store card
	Sunset	C.F. Burger Organic Valley	2.50 3.79										
Indiana	Kroger	Kroger				0.79			0.79				
Iowa	Dahl's	Anderson Erickson	1.50										
		Robert's	1.19										
	Fareway	Anderson Erickson	1.69										
	HyVee	Robert's HyVee "	1.18			0.68 0.25							no limit w/ coupon
Kansas	Dillon's	Kroger	2.00										
	Hen House	Anderson Erickson	1.79										
		Good Natured	2.00										w/ store card
	Price Chopper	Anderson Erickson	1.79										
Kentucky	Food City												
	Kroger	Horizon Kroger Kroger	3.19	2.19-2.50		0.79	1.29		0.79	1.29			Organic; w/ store card w/ store card;varies w/ store card
	Remke	Trouth		2.99									
	Winn Dixie	Winn Dixie		2.99									
Louisiana	Albertson's	Acme Albertson's Acme Farmhouse	1.50	3.50			1.50					2.00	w/ store card w/ store card

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					Large White A			Extra Large White A			Large Brown A		
			32 oz.	64 oz.	6 pack	12 pack	18 pack	6 pack	12 pack	18 pack	6 pack	12 pack	
Michigan	D&W	Country Fresh	1.99										
	Kroger	Kroger		2.00									
	VG Foods	Country Fresh VG	1.50										MD - .98 - 12 pack
Minnesota	Cub Foods	Land O Lakes	0.99	1.99									
Mississippi	Brookshires	Golden Brook Farms		2.50									
	Kroger	Kroger		2.50		1.00			1.00				w/ store card
Missouri	Dillion's	Kroger		2.00									
	Hen House	Anderson Erickson	1.79										
		Good Natured	2.00										w/ store card
	HyVee	Roberts	1.18										
	Kroger	Kroger		2.50									
	Price Chopper	Anderson Erickson	1.79										
Nebraska	Food-4-Less												
Ohio	Bigg's												
	Kroger	Kroger		2.00-2.50			1.29						
	Tops	C.F. Burger Tops Eggland's Best	2.69			0.79				2.99			w/ store card
Oklahoma	Homeland	Best Choice				0.77							
South Dakota	Albertson's	Albertson's Land O Lakes				0.47						2.39	AA; w/ store card; limit 2 w/ store card
Tennessee	Ingle's	Light N Lively Sealtest		2.59 2.59									
	Kroger	Kroger Kroger		2.19-2.50		0.79-1.00	1.29					1.79	w/ store card; varies w/ store card; also XL Organic
	Wild Oats	Wild Oats											
	Winn Dixie	Winn Dixie		2.99									
Texas	HEB	HEB		2.59									
	Kroger	Kroger		2.50									
	Tom Thumb	Lucerne		2.50									w/ store card
Wisconsin	Cobb Foods	Eggland's Best				1.99							
	Cub Foods	Land O Lakes "	0.99	1.99									

WESTERN U.S. - AK,AZ,CA,CO,HI,ID,MT,NM,NV,OR,UT,WA

Alaska	Safeway	Lucerne		2.99									
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			32 oz.	64 oz.	6 pack	12 pack	18 pack	6 pack	12 pack	18 pack	6 pack	12 pack						
Arizona	Albertson's	Shamrock Farms	1.79															
	Safeway	Lucerne		2.00														
	Smith's	Mountain Dairy		1.67														
California	Albertson's	Albertson's	3.39	3.39		1.50	2.50						w/ store card					
		Bud's																w/ store card
		Albertson's																w/ store card
		Healthy Horizon																w/ store card
	City Market	Meadow Gold		2.99														
	Food 4 Less	Mountain Dairy		2.50														
	Jon's	Golden Cream		2.99														
		Jon's										LG - 2.50 - 20 pack						
	Mollie Stone's	Clover	1.89															
	Raley's	Sunnyside Farms	2.50	2.50		1.19							Grade AA					
Ralph's	Mountain Dairy		2.99															
Smart & Final	Smart & Final											LG - 3.19 - 30 pack						
Von's	Lucerne		2.50															
Hawaii	Safeway	Lucerne		2.99														
Idaho	Albertson's	Darigold		2.50														
		Meadow Gold		2.50														
	Smith's	Mountain Dairy		1.67														
Montana	Albertson's	Meadow Gold		1.67														
	Smith's	Mountain Dairy		1.67														
Nevada	Albertson's	Meadow Gold		3.99														
	Smith's	Mountain Dairy		1.67														
New Mexico	Albertson's	Creamland		2.99														
	Smith's	Mountain Dairy		1.67														
Utah	Albertson's	Darigold		2.50														
		Meadow Gold		2.50														
	City Market	Meadow Gold		2.99														
Washington	Safeway	Lucerne		2.50														
Wyoming	Safeway	Lucerne		2.50														